

Power Communications Increases Charitable Giving

By Power Communications LLC

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When most businesses and individuals are cutting back on their giving, Power Communications has decided to increase its charitable giving from 25% to 35% of all income.

With a severe recession upon us, most people are cutting back on both expenses and giving. Susanna Hutcheson, creative director and manager of Power Communications LLC, is determined to do the opposite.

"There is more need now," says Hutcheson. She adds, "My firm and I have always given a lot to our causes. But I'm determined now to give more because the need is greater."

Power Communications gives a percentage of all income to several four star charities, including The Humane Society of the United States, The Women's Sports Foundation and The Electronic Frontier Foundation.

"We monitor our charities and if it fails to stay a four star charity on Charity Navigator, we no longer give to it," Hutcheson says. She adds that her firm only supports causes that she believes in and is passionate about and charities that put most of their money into helping people or animals and not into overhead and salaries.

Hutcheson says that when people use the services of Power Communications they're helping to support these causes. She encourages other businesses to increase their giving.

"It's up to those of us in business to take the lead and help heal the hurt," she says.

The main Web site for Power Communications is <http://www.powerwriting.com>.
Susanna's personal blog is <http://www.susannahutcheson.com>

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One of the oldest copywriting services on the Internet, Power Communications is owned by creative director, Susanna K. Hutcheson. Hutcheson is an award-winning journalist and long time magazine writer, editor and copywriter.

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